TO EXPOSE ADHESIVE REMOVE LINER
MARLBORO
UNLIMITED
ALL NEW
GEAR
Offer limited to smokers 21 years of age or older. See display for details.
01538-3 © Philip Morris Inc. 1996
16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.
Marlboro

Source: https://www.industrydocuments.ucsf.edu/docs/shbp0003